

# BENCH BREZE

FOR FLORISTS AND GROWERS EVERYWHERE

AMERICAN BULB COMPANY<sup>J. S. Department of Agriculture</sup>

HAymarket 1-6774 West Randolph Street Chicago 7, Illinois

New York Office — 527 Lexington Ave — OXford 7-0044

#### BANTAMUMS - "Say it with Flowers every day"



You will be hearing a lot about the Bantamum Crop. It is a new procedure of developing Mums to provide smaller flower units - short stemmed pieces that are ideally adapted for everyday home and "do it yourself" arrangements.

AMERICAN FLORIST SUPPLY COMPANY

Mr Cloy Miller, Yoder Bros Chrysanthemum growers, has long advocated the practicability and salability of cut flowers as an important part of our everyday living and home decor.

Flowers for everyday home use are not expensive. Chrysanthemums bring the beauty of nature into the home for a week at less cost per day than package of smokes. Yoders can suggest a "Mum Program" that will bring blooms on weekly basis. The Bantamum procedure is practical for most areas - if it will not work in your clime, we will let you know. See planting chart enclosed.



The Mum is traditional "fall football" flower. But real opportunity for selling comes with Mums for those special football week end dinners, parties, buffets. "Talking Banners" on your windows, delivery trucks suggest - "Party time is Mum time" . . . help keep the register ringing during off fall weeks.



"Mum of the week" is easy mail promotion - use charge names from Easter, Mother's Day, Memorial Day. The 2¢ postal is reasonable in cost, a friendly way to tell how cut flowers add charm and beauty to everyday living. Feature a special price - postal cards that arrive Thursday-Friday bring in Week-end buyers.

#### Make "Talking Signs" with Magazine Clippings

The Home & Garden Magazines are heavy with color photos of room arrangements that show

flower settings. Paste on display card with color flower pictures. Don't be afraid to price - suggest available varieties. The "Mum" with its exquisite flower is tops for creative home arrangements.



Order now for late July, Aug, Sept bench plantings. Be ready for Sept, Oct, Nov selling time! See special planting sheet enclosed. Some favorites for Bantamum Crop:

Per 100 cuttings 100-250 300-450 500-950 \$ 7.25 7.00 \$ 6.75 Iceberg White 11 8.75 8.50 8.25 Ensign 11 8.75 8.50 Snow Crystal 8.25 Yel.Iceberg Yellow 7.25 7.00 6.75 11 7.50 7.25 Luyona 7.00 Amber Bright 7.50 7.25 7.00 Fred Yule Bronze 7.75 7.50 7.25 8.75 8.50 Duchess 8.25 11 Br.Jubilation 8.75 8.50 8.25 Bunbu Pink 8.25 8.00 7.75 11 7.75 7.50 Laughter 7.25 8.25 8.00 7.75 Jubilation

The above subject to Yoder "earned credit" pricing. Write for details.



#### Save on ABC high germinating Flower Seed

Now is time to select seed for greenhouse, summer, winter and spring blooming. ABC has been the leading source of flower seed for over 40 years. See ABC Blue Book for prices or write and we'll quote. Special discounts on flower seed purchases -

			\$ 25			\$151	to	\$200	_	10%
	26	to	100	-	6%	201	to	300	_	15%
]	101	to	150	-	8%	301	&	over	-	21%

#### SNAPDRAGONS

WHITE Citation - Twenty Grand - Margaret Albion - Snowman - Apollo - White Knight
BRONZE SHADES Barbara - Cavalcade Gallant Fox

PINK and ROSE Native Dancer - Libby - Whirlaway - Maryland

YELLOW Patricia - War Admiral - Broker's Tip - Golden Spike - Seabiscuit LAVENDER Lavender Lady - Bold Venture RED Navajo - Cherokee

PANSIES ABC De Luxe Mixture - Pacific Giant Hybrids - Color Carnival - Benary's Early Orchid Fl. Giants - Steele's Jumbo Mixture - ABC Super Swiss Giants - ABC Super Maple Leaf Giants - Oregon Giants - Felix - America - ABC Dwarf Swiss Giants.

<u>Don't forget</u> - Cyclamen - Stock - Primula Obconica - Delphinium - Sweet Peas.

> NEW Easy-to-use Water Valve



Time and water you save is most likely your own! Now a modern valve connection pipe to hose. Machined from solid brass bar quarter turn spherical plug and seat with quad ring and pressure seal. Wt.  $\frac{1}{2}$  lb. 3/4" fittings. \$1.35 each 6 Valves . \$7.50

Shiny, leaf green plants sell faster, easier - make for more satisfied customers. Use LEAF-GLOW\*



"Shining Leaves." No more messy wiping or daubing. IEAF-GLOW instantly gives a permanent, lustrous shine with the PRESS of a BUTTON. Absolutely harmless. \*Wonderful retail item - suggest to green plant buyers.

Dozen - \$8.00 Ctn of 24 - \$14.40 Giant Size 16 oz. - 1.35 Dozen - 15.00

GREEN-GLO Just spray on with no wiping, no rubbing, no cleaning - it shines as it drys.

Per case 24/8 oz. Bottles .		•	•		\$ 7.00
Per case 12/32 oz. Bottles		•			11.00
Per 1 gal. Bottle		•		•	3.00
Per doz. Spray Tops (8 & 32	oz.	)			1.80



Propagated Under Glass

Mist Watered

Healthy Rooted Cuttings

Green Plants - Grown by specialists in Chinese Evergreens, Sansevierias and Philodendrons. Special make-up in assortment - we offer the 1000 price on 250 or more any individual plant or size.

	Per 1000
2/3 Lf 3/5 Lf	\$ 50.00
	55.00
2/3 Lf	50.00
3/5 Lf	55.00
3/5 Lf	100.00
,	
3/5 Lf	125.00
3/5 Lf	70.00
	125.00
4/6"	185.00
6/8"	250.00
	3/5 Lf 3/5 Lf 2/3 Lf 3/5 Lf 3/5 Lf

You can sell Bulbs better too!

. . . because you have the know-how to help customer select the varieties that make for greatest springtime satisfaction.

ABC buyers have carefully selected the Dutch imported bulbs listed below. Priced so you can make a nice profit and at the same time offer customers a bargain.

Packed in distinctive, eye-catching packages that make for easy selling. These prices good until July 1. (Packed 100 pkgs per case)

FOB Chicago per case - \$40.95 FOB New York per case - 37.75



		Pkg	Case
Pride of Haarlem	Red	10	4
Wm Pitt	Dk Red	10	3
Golden Harvest	Yellow	10	5
Princess Elizabeth	Pink	10	3
Princess Marg. Rose	Var.	10	2
Zwanenberg	White	10	1
Queen of Night	Black	10	1
Insurpassable	Purple	10	1
Mixed	All Col.	10	20

CROCUS	8/9 ctm		
Mixed all Var.	All Col.	20	6
Mixed	Blue	20	2
Mixed	Yellow	20	2

HYACINTHS 15/	16 ctm		
Queen of the Pinks	Pink	5	3
L'Innocence	White	5	3
Bismarck	Blue	5	4

TULIPS	11/12 ctm (Novelt	ies)	
Red Emperor	Red/Yel.	10	10
Blue Parrot	Blue	10	6
Fantasy	Rose Pk.	10	6
Fire Bird	Red	10	1+
Rocket	Red	10	6
Eros	Rose	10	4
Mt. Tacoma	White	10	2
Nizza	Var.	10	2

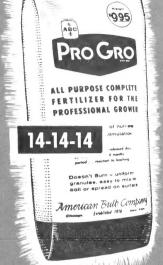




# **New INVENTION**

fertilizer made special for Florists and Growers!

ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC Pro Gro and Pro-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.



Com Miller Land Marie Land

995

25-0-0 Superior nitrogen product

for the professional grown

granutes, easy to mix in soil or spread on surface

American Bulh Company

### Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

Slow-steady release — day by day over 3 to 4 months as plants use nutrients

**Uniform**—homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay—does not attract fungi, molds, vermin or insects

Mild acidifier - gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



#### BENCH CROPS

Carrier and the History of the William

PRO GRO 3 lbs per 100 sq ft of bench area
PRO-N25 2 lbs per 100 sq ft of bench area

#### POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 ½ Bu)
PRO-N25 3" pot full per wheelbarrow load of soil (2 ½ Bu)

#### Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs - \$6.50

Per ton - \$240.00

PRO-N25 - 40 lbs — \$6.50 (\$9.95 retail)

Per ton — \$240.00



# Timely items from the

## BLUE BOOK ...



Stop Dry Rot - Mildew Damage with CUPRINOL

Easy application with this wonderful New liquid wood preservative protects cold frames, greenhouse benches . . all wood used outdoors. CUPRINOL is not toxic, no odor - apply by brushing, spray or dip. Diluted with neutral spirits, it will keep your pots free of algae growth.



CUPRINOL 14 - For Florists - Green

For general use in greenhouse, contains 2% Copper by Weight. Gallon covers approx. 400 sq. ft. when brush applied.

5 gallons - \$14.90 50 gallons - \$119.25

CUPRINOL 10 - Extra Strength - Green

Recommend for brush application on permanent structures. Contains 3% Copper by weight.

1 gal.- \$4.70 5 gal.- \$22.50 50 gal.-\$190.80

(CUPRINOL 20 - Same as 10 - Clear)

World's First

GIBBERELLIN



In Handy Bomb Form

. . . Pst - mention PRO-GRO, your customers will love this New non-burn professional fertilizer. Bet you'll like that \$3.45 per bag profit.

Coming with July Bench Breeze - the famous ABC fall price list on superb quality bulbs . . . marvelous selection this year. Stock comes from best sources in America, Japan and all European countries - field inspected by our own representatives.

#### Sell this famous Sprinkler at Bargain Prices!



"Swingin' Spray" by Melnor is America's No. 1 oscillating sprinkler with "Permasealed" motor unit. Aqua-Dial gives instant control

of spray, full or partial, right or left side lawn coverage. Note cost and suggested retail price - a bargain for your customers, a nice profit for you!

					Your Cost	Retail
No.	L000	(Covers	2400	sq ft)	\$ 8.75	\$12.95
				6 for	48.00	
No.	700	(Covers	2200	sq ft)	7.50	9.95
				6 for	35.00	

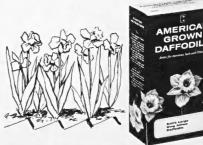


Spraying is easier with

#### YORKTOWN SPRAYER

 $3\frac{1}{2}$  gallon capacity, seamless brass pump with 26" hose section and brass nozzle that easily adjusts for fine and coarse spray.

This sprayer made for the professional and the price is right. Shipping wt.  $11\frac{1}{2}$  lbs - \$8.75 each



AMERICAN GROWN - Packaged Bulbs that really sell - deliver outstanding blooms. King Alfreds (Daffodils) . . . you'll be proud to feature these colorful packages!

8 - 16/18 ctm bulbs per box 36 boxes per case FOB Chicago \$14.30 FOB New York 15.80